

клиентами. Знание языка даст возможность участвовать в международных проектах, вести переговоры и разрабатывать стратегии, которые учитывают культурные особенности и деловые практики Китая.

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SERVICE ECONOMY

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The term "service economy" appeared in connection with such structural changes in the world economy as: the global trend of a relative decline in the rate of development of industrial sectors of the national economy in the post-war period and the growth of the service complex. The key indicators of the service economy are the rapidly growing role of the share of services in the formation of national income, as well as the changed structure of financial flows and employment of the population. By the early 1970s, the service sector had become the main sector of the economy. Today, in developed countries, its share in GDP can be more than 50%, and among service enterprises, the leading place is occupied by companies processing information, creating, disseminating and applying knowledge [1. P. 51].

Due to the fact that the service sector of the economy is leading, there is a need to revise and rethink the concept of the efficiency of service enterprises. New criteria for evaluation are being created, since in modern conditions it is not enough to consider efficiency in terms of a resource-cost and goal-oriented approach. [2. P. 44]. According to Yu. I. Akramova, in the modern conditions of a market economy, an important indicator of the effectiveness of the service sector is the level of quality of the services provided, which are formed from such components as: quality of interaction, external environment, quality of output. [3. P. 130]. The concept of "quality of service" should be understood as the level at which the service meets the requirements and expectations of the client, and also that it is the ability to exceed them and ensure high consumer satisfaction. In turn, consumer satisfaction can be determined by criteria such as the timeliness and safety of the service provided.

Let's consider this with the example of the provision of transport services. According to A. S. Zvereva, customer satisfaction with the provided transport service is determined by such quality criteria as speed, timeliness and safety of transportation, safety of goods, completeness of satisfaction of demand in terms of transportation volumes, complexity of transport services, availability and level of transport services, efficiency and culture of customer service when issuing contracts and orders for transportation, etc. [4. P. 177]. To fully meet the needs of customers, transport companies should regularly audit the quality of services by:

- carefully analyzing their requests, conducting marketing research, and collecting feedback;
- providing a personalized approach, taking into account the preferences and tasks of the client, guaranteeing reliability, speed and comfort in the provision of transport services;
- optimizing costs, implementing effective logistics solutions to minimize costs without compromising quality. Evaluation of the quality of transport services should be based on the same criteria that customers use when choosing transport services.

Thus, services represent a significant component of the socio-economic system at all stages of its development:

Pre-industrial period: the predominance of household and personal services carried out within the household.

Industrial period: transformation of services into an auxiliary sector in relation to production, ensuring the functioning of the production complex (transport services, utilities, repairs, financial and credit operations, property management).

Post-industrial period: the social and humanitarian block (educational, medical and social services), as well as professional services (analytical and consulting, design, IT solutions) are widespread.

Service activity is a complex multifaceted process that is ensured by competent management of personnel and resources of the enterprise, compliance with the requirements of service standards, compliance of the services provided with the needs of consumers.

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THE ROLE OF PACKAGING DESIGN IN CONSUMER BEHAVIOR AND BRAND PERCEPTION

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Product packaging and design is one of the most important factors influencing sales. Today, there are many competitors who need to pay close attention not only to the consumer properties of the product, but also to its appearance - packaging. Packaging design should be modern, understandable for the consumer, eye-catching and memorable for the product to be competitive. That is why the topic under consideration is relevant in the context of modern market relations [1].

In branding, there is such a concept as brand perception. Tests show that the quality of goods in those groups where there is high competition, especially in the FMCG sector, i.e. juices, toothpastes, fermented milk products and others, is leveled out. Packaging design directly begins to influence not only the implementation of sales, but also the choice in favor of a more expensive product among similar products in quality. It is the original and bright packaging that is the factor that allows you to influence the price-quality ratio. Consumers choose a more expensive product based on packaging, while the manufacturer receives direct profit from this. It should be noted that for premium goods, the cost of packaging is sometimes not inferior to the cost of the product itself [2].

Effective packaging design includes the use of various visual and structural elements, such as color, shape, texture, fonts and images. Color evokes an emotional response, shape increases recognition, and quality materials add a sense of luxury or naturalness. Let's consider the influence of color on the target audience. There are many theories of color perception. Psychologists say that color perception depends primarily on the psychological state of a person. This pattern was discovered by psychologist Max Luscher in the middle of the last century. The Luscher test shows with great reliability how a person, depending on his emotional state, positively perceives some colors, is indifferent to others and does not